HPE and TT Tecnosistemi security solutions get a boost via Expandi's Data and Account-based Advertising solutions

Precise targeting of Purchase-Intent accounts optimized TT Tecnosistemi's marketing budget

TT Tecnosistemi, part of Digital Value Group, an innovative Italian IT solutions provider, partners with HPE to help their clients prevent cyberthreats offering a wide range of security solutions.

Through partnering with Expandi, TT Tecnosistemi boost its position in the marketplace as a trusted partner and develops a strong pipeline.

Challenge

As a Platinum Partner of HPE, TT Tecnosistemi focuses on helping clients keep up with new technology initiatives and security threats.

A coordinated co-marketing activity was therefore required, promoting the valued offerings of both TT Tecnosistemi and HPE in the hot-topic market of infrastructure security. It was also essential to maximize the marketing budget spending and ensure zero-waste by targeting only the right Decision Makers in ideal accounts with timely, appropriate messaging.

Target Audience

Having already purchased access to Expandi's DaaS, the largest European database of companies, TT Tecnosistemi called on the support of our experts to analyse market purchase intent signals and create the ideal list of potentially interested enterprises with a revenue of 50+ million Euro across different sectors.

Objectives

- Raise awareness of how TT Tecnosistemi's tie-up with HPE superior security-technology make it a partner of choice for IT solutions

- Detect real purchase-intent within an ideal list of prospects

- Build pipeline, shorten sales cycle and improve close rates

> "Thanks to leveraging the Expandi Data we had previously purchased, along with their Digital Advertising Services and its team, we were able to detect a high number of opportunities and nurture our pipeline with prospects to follow up in the future. The digital advertising helped us to make our brand much more visible in the marketplace within the audience of interest."
>
> **Chiara Guasti -** *Head of Marketing & Communication, TT Tecnosistemi*

The Strategy

Based on TT Tecnosistemi's brief and objectives, Expandi designed an integrated campaign specifically structured in four key steps.

Step 1: Optimize the Target group by leveraging Expandi purchase-intent data

Drawing on a merging of TT Tecnosistemi's requirements and their initial list of potential companies to target, Expandi enlarged and enriched the target group to include purchase intent data on Security and Infrastructure solutions.

Step 2: Execute Account Based Advertising only at the Target group

Utilizing the invaluable insights gained from Purchase Intent tracking, Expandi launched Account–Based digital advertising activity across selected, relevant sites, while monitoring returns and clickthroughs, and identifying responses and visits on dedicated landing pages.

By leveraging Expandi's award-winning automated Account Based Advertising platform, these messages could be instantly placed in front of each Decision Maker as soon as any kind of interest in similar offerings was detected amongst their online activities.

Step 3: Email prospects with nurturing messages

To drive the audience along the route to purchase, emails reinforcing the benefits and values of TT Tecnosistemi solutions were sent to all key Decision Makers, helping prospective buyers better understand the full potential of solutions and nurturing their way towards the bottom of the funnel.

Step 4: Close the loop with phone-based lead generation and pipeline building activity

To provide TT Tecnosistemi not only with a list of web qualified opportunities, but also with a pipeline of tangible prospects to follow up by sales and marketing, companies who'd shown increased interest throughout the duration of the campaign were more directly approached via phone, ensuring each prospect could explore on a one-to-one basis how their specific needs could be addressed.

This ensured TT Tecnosistemi sales teams were approaching interested and qualified parties to close the deal faster.

Results

A combination of real-time Intent Data analysis and the instant, automated placing of relevant messaging resulted in budget maximization and a high percentage of Decision Makers being reached and engaged.

- 626 ABA REACHABLE ACCOUNTS

- 286,870 IMPRESSIONS

- 463 / 74% ACCOUNTS REACHED

- 243 / 52% ACCOUNTS ENGAGED

- 0.32 CTR

- 107 WEB LEADS

- 5 BANT LEADS, 1 MQL ++ and 4 MQL +

Want to find out more about how Expandi's Account-Based Advertising and Data Services could help you?

Contact our Account-Based Advertising specialists today

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